



City of Bloomington Animal Care
and Control

ASPCA \$100K
Challenge



Overview of the Challenge

- Phase I – Voting – finished 2nd in the nation!
- Phase II – August to October
 - Save a minimum of 300 more lives than last year
 - Lives saved = adoptions, return to owners, transfers that get adopted, some feral cats
 - Last year's winner was Austin, TX who saved 850!
- GOAL: Last year we saved 757 lives. Our Challenge Goal is to double the number of lives saved to 1,500!



Ways to Win

- Grand prize - \$100,000 to shelter that saves the most lives
- \$25,000 2nd Place Overall
- \$20,000 Best in Division
- \$25,000 Community Engagement
- \$10,000 Most Improved %
- \$5,000 Fast Start Award



How We Plan to Win!

Kickoff Event – August 1 to 5

- Extended hours:
 - noon to 7 pm Wednesday through Saturday;
 - 1-4 pm Sunday
- Reduced adoption fees:
 - \$40 dogs;
 - fee waived cats
- Giveaways – all adopters entered into drawing for tickets, gift certificates



Other Special Events

- August 17 – Bryan Park – Movie in the Park – 7:30 to 9 p.m.
- August 23 – Mills Pool – Drool in the Pool – 5 to 8 p.m.
- August 26 – Bryan Park – Music in the Park – 6 to 8 p.m.
- September 8 – Oliver Winery – Bark and Wine – 1 to 5 p.m.
- September 30 – Bryan Park – Adopt-a-Thon - 1 to 4 p.m.
- October 5 – Downtown – Gallery Walk – to be determined
- October ? – Upland Brewery – Hops for Hounds – 3 to 7 p.m.
- October 14 – Dunn Meadow – Walk for the Animals – 10 to 2 p.m.
- October 20 – Library – 2 to 4 p.m.
- October 31 – Halloween event at the Shelter – to be determined



Weekly Adoption Specials

- After the kickoff, menu of adoption specials:
 - Muttly Mondays – all mixed breed dogs \$40
 - Tabby Tuesdays - \$20 seniors/\$40 all others
 - Wild Card Wednesdays – pick a card with adoption fees ranging from \$0 to \$50 for all dogs and cats
 - Thirty Day Thursdays – all dogs and cats who have been here 30 days or longer can be adopted for \$30
 - Free Feline Fridays – fees waived for all cat adoptions but will ask for donation to sponsor another adoption
 - Super Sized Saturdays – for all overweight cats, subtract their weight from the adoption fee; for all overweight or large breed dogs - \$40
 - Scratch & Dent Sundays – cats \$20; dogs \$40



Marketing!

- Bus Ads
- Herald Times & Bloom Mag ads
- Ad in Parks & Rec program guide
- Special posters to go out with our regular Adoptables posters
- Press releases statewide
- Facebook, facebook, facebook!
- YOU!



Volunteer Opportunities

- Transport – pick up animals from other shelters, use your own vehicle but we will provide crates, blankets, etc.
- Greeters – greet visitors to shelter and direct them to visitation areas
- Wranglers – get animals in and out of kennels for visitors
- Bathers/Groomers – bathe and brush animals as needed
- “Pupperazzi” – take photos, upload photos to shelter software and facebook; help with facebook status updates; help produce weekly adoptable pet posters
- Offsite Events – attend events as an animal handler; greet attendees and introduce them to the animal you are handling
- Adoption Counselors – meet with potential adopters to review their application, ask & answer questions and make recommendation for approval to supervisors (requires additional training)
- Foster Guardians – become a foster parent to dogs, puppies, cats or kittens while they are waiting to be adopted



How to Volunteer

- New Volunteers
 - Complete an application
 - Attend an orientation
 - Choose a shift, event or task
- Current Volunteers
 - Sign up for tasks & shifts in Volgistics
 - Let Lisa know if you need additional training
- When volunteering for Challenge related tasks, choose “ASPCA Challenge” in Volgistics to log your hours



Contact Information

- Laurie Ringquist, Director,
 - 812-349-3870, ringquil@bloomington.in.gov
- Virgil Sauder, Shelter Manager
 - 812-349-3871, sauderv@bloomington.in.gov
- Lisa Ritchel, Volunteer Coordinator
 - 812-349-3872, ritchell@bloomington.in.gov
- Jo Liska, Outreach Coordinator
 - 812-349-3873, liskaj@bloomington.in.gov
- Shelter Info:
 - Phone: 812-349-3492
 - Web: www.bloomington.in.gov/animalshelter
 - Facebook: <http://www.facebook.com/COBAnimalShelter>
 - Hours: M/W/Th/Sat from 12-5; Tues/Fri from 12-7; Sun from 1-4